IM3080 Design and Innovation Project (AY2023/Semester 1)
Individual Report

Name: Muhmmad Auzaie Bin Zain

Group No: Group 5

Project Title: CLUTCH mobile application

Contributions to the Project (1 page)

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Brainstorming the initial phase of the project.
Designing of the wireframe and UX Design on Figma.
Choosing the appropriate colour schemes and text font and
style.
Designing the mascots, logos and icons of the project.
Creating a short advertisement video for the presentation.
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Reflection on Learning Outcome Attainment

Reflect on your experience during your project and the achievements you have relating to <u>at least two</u> of the points below:
 (a) Engineering knowledge
 (b) Problem Analysis
 (c) Investigation
 (d) Design/development of Solutions
 (e) Modern Tool Usage
 (f) The Engineer and Society
 (g) Environment and Sustainability
 (h) Ethics
 (i) Individual and Team Work
 (j) Communication
 (k) Project Management and Finance
 (l) Lifelong Learning

Point 1: **Design/Development of Solution**
The process of designing and developing a solution such as creation of wifreframes and user interfaces on Figma is both meticulous and iterative. Continuous discussion throughout the 14-week experience helps me to contribute to a deepened understanding of the project, while simultaneously maintaining or enhancing the efficacy of the problem solution. The design phase facilitates the visualisation of the project's overall structure, allowing my team members to anticipate its appearance and gather feedback from them for optimal functionality and aesthetics. As our solution undergoes evolution, collaborative efforts between the members and I enable the final interface design to not only meet the project requirement but also surpasses user expectations. This collaborative approach results in a seamless and engaging digital experience for our team and our target audience.

Point 2: **Lifelong Learning**
The 14-week journey with my group members allowed me to understand deeply the various areas of what contributes to efficient group work and the methodology of solving problem statement. Group work promotes collaborative learning and exchange of diverse perspectives by group members. It also enables each member to leverage their unique skills and experiences, contributing to a richer pool of ideas, and fosters teamwork and communication skills. Whether it be a school or professional environment, these soft skills plays are important to create a vibrant and dynamic experience when working on a group project.